

SUMTER COUNTY

**REQUEST FOR PROPOSAL
FOR ECONOMIC DEVELOPMENT MARKETING AND
PROGRAM SUPPORT SERVICES**

RFP # E1-2009/AT

ORIGINAL



Prepared for

SUMTER COUNTY

For Economic Development Marketing and Program Support Services

RFP # E1-2009/AT

Original

September 18, 2009



Submitted by

Barbara Scherer, President
Engauge
1000 Legion Place, Suite 1250
Orlando, Florida 32801
407-649-8101
Bscherer@engauge.com

September 18, 2009



Board of Sumter County Commissioners
Budget & Purchasing Department
Amanda Taylor, Budget & Purchasing Coordinator
910 N. Main Street
Bushnell, Florida 33513

Dear Board of Sumter County Commissioners:

Thank you for the opportunity to submit our proposal to provide marketing and program support on behalf of Sumter County. Upon evaluation of the Request for Proposal document, we at Engauge are extremely excited for the chance to work with a brand that we all, in one way or another, feel a deep connection with. Some of us grew up in the area. Some of us have family in the area. And many of us have fond memories of visiting the area. It would be a great honor to help you succeed, and in turn, better our region's economy.

To provide a brief overview, Engauge is a marketing and communications agency that offers a full scope of marketing services. Founded in 1955, Engauge employs more than 250 associates in Florida, Ohio, Texas, Pennsylvania and Georgia, allowing us to maintain extensive ties throughout our community, the nation and the world. Our Central Florida office offers a full range of strategic planning, public relations, advertising, consumer insight research, data analytics/direct marketing, creative, interactive architecture and content development, and media services. We are unique in that we possess both the resources of a national corporation and the service and flexibility of a regional office.

Additionally, and perhaps most importantly, we have come to be recognized for our ability to produce results – to move the needle. As you'll see in our submittal, we have proven experience when it comes to building brands, drawing visitors, driving economic activity and uniquely positioning destinations.

We understand that in all cases, especially in destination marketing, the brand and messaging has to communicate the consumer experience. And we have to reach out to consumers when they are receptive, at their pace, in their language and at their convenience.

We at Engauge truly appreciate your time to review our submittal, as well as your consideration of using our professional services. We look forward to hearing from you.

Sincerely,

Barbara Scherer
President
Engauge, Orlando

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

PART 4
PROPOSALS DOCUMENTS

PROPOSALS COVER PAGE

Name of Firm, Entity or Organization:

Engauge Marketing, LLC.

Federal Employer Identification Number (FEIN): 31-1441280

State of Florida License Number (If Applicable):

Name of Contact Person: Barb Scherer

Title: President

E-Mail Address: bscherer@engauge.com

Mailing Address: 1000 Legion Place, Suite 1250

Street Address (if different):

City, State, Zip: Orlando, FL 32801

Telephone: 407.649.8101

Fax: 407.649.8686

Organizational Structure – Please Check One:

Corporation ☐ Partnership ☒ Proprietorship ☐ Joint Venture ☐ Other ☐

If Corporation:

Date of Incorporation:

State of Incorporation:

States Registered in as Foreign Corporation:

Authorized Signature:

Print Name: Barb Scherer

Signature: 

Title: President

Phone: 407.649.8101

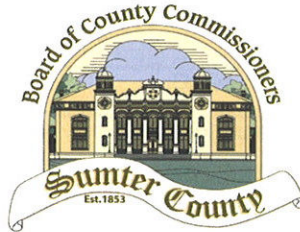
This document must be completed and returned with your Submittal.

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT
PROPOSER'S CERTIFICATION

Submit To: Sumter County Board of County Commissioners 910 North Main Street Bushnell, Florida, 33513 Phone 352-793-0200 Fax 352-793.0207		SUMTER COUNTY BOARD OF COUNTY COMMISSIONERS REQUEST FOR PROPOSALS (RFP) CERTIFICATION AND ADDENDA ACKNOWLEDGMENT											
DUE DATE: SEPTEMBER 18, 2009	DUE TIME: 2:00 pm	RFP # E1-2009/AT											
TITLE: RFP # E1-2009/AT ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT													
VENDOR NAME: Engauge		PHONE NUMBER: 407.649.8101											
VENDOR MAILING ADDRESS: 1000 Legion Place, Suite 1250		FAX NUMBER: 407.649.8686											
CITY/STATE/ZIP: Orlando, FL 32801		E-MAIL ADDRESS: bscherer@engauge.com											
<p>"I, the undersigned, certify that I have reviewed the addenda listed below (list all addenda received to date). I understand that timely commencement will be considered in award of this RFP and that cancellation of award will be considered if commencement time is not met, and that untimely commencement may be cause for termination of contract. I further certify that the services will meet or exceed the RFP requirements. I, the undersigned, declare that I have carefully examined the RFP, specifications, terms and conditions as applicable for this Request, and that I am thoroughly familiar with all provisions and the quality and type of coverage and services specified. I further declare that I have not divulged, discussed, or compared this RFP with any other Offeror and have not colluded with any Offerors or parties to an RFP whatsoever for any fraudulent purpose."</p> <table style="width: 100%; margin-top: 10px;"> <tr> <td style="text-align: center; width: 20%;">1</td> <td style="text-align: center; width: 20%;">2</td> <td style="text-align: center; width: 20%;">3</td> <td style="text-align: center; width: 20%;"></td> <td style="text-align: center; width: 20%;"></td> </tr> <tr> <td style="text-align: center;">Addendum #</td> <td style="text-align: center;">Addendum #</td> <td style="text-align: center;">Addendum #</td> <td style="text-align: center;">Addendum #</td> <td style="text-align: center;">Addendum #</td> </tr> </table>				1	2	3			Addendum #	Addendum #	Addendum #	Addendum #	Addendum #
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Addendum #	Addendum #	Addendum #	Addendum #	Addendum #									
<p>"I certify that this quote is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an RFP for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this RFP and certify that I am authorized to sign this response and that the offer is in compliance with all requirements of the RFP, including but not limited to certification requirements. In conducting offers with an agency for Sumter County Board of County Commissioners (BOCC), respondent agrees that if this Proposals is accepted, the respondent will convey, sell, assign, or transfer to the Sumter County BOCC all rights, title and interest in and to all causes of action it may now or hereafter acquire under the anti-trust laws of the United States for price fixing relating to the particular commodities or services purchased or acquired by the COUNTY. At the Sumter County BOCC discretion, such assignment shall be made and become effective at the time the purchasing agency renders final payment to the respondent."</p> <table style="width: 100%; margin-top: 10px;"> <tr> <td style="width: 50%; vertical-align: bottom;"> <div style="border-bottom: 1px solid black; height: 1.2em; margin-bottom: 5px;"></div> Authorized Agent Name, Title (Print) </td> <td style="width: 50%; vertical-align: bottom;"> <div style="text-align: center;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border-bottom: 1px solid black; height: 1.2em; width: 80%;"></div> <div style="text-align: right;"> 9/17/09 Date </div> </div> </div> <div style="text-align: center; margin-top: 5px;"> <div style="border-bottom: 1px solid black; height: 1.2em; width: 80%;"></div> Authorized Signature </div> </td> </tr> </table>				<div style="border-bottom: 1px solid black; height: 1.2em; margin-bottom: 5px;"></div> Authorized Agent Name, Title (Print)	<div style="text-align: center;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border-bottom: 1px solid black; height: 1.2em; width: 80%;"></div> <div style="text-align: right;"> 9/17/09 Date </div> </div> </div> <div style="text-align: center; margin-top: 5px;"> <div style="border-bottom: 1px solid black; height: 1.2em; width: 80%;"></div> Authorized Signature </div>								
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<i>This form must be completed and returned with your Submittal</i>													

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

PROPOSALS FORM FOR
BOARD OF SUMTER COUNTY COMMISSIONERS



Name of Firm Submitting Qualifications: Engauge

Name of Person Submitting Qualifications: Barb Scherer

PROPOSER ACKNOWLEDGMENT

"The undersigned hereby declares that he/she has informed himself/herself fully in regard to all conditions to the work to be done, and that he/she has examined the RFP and Specifications for the work and comments hereto attached. The Vendor proposes and agrees, if this submission is accepted, to contract with the Board of Sumter County Commissioners, to furnish all necessary materials, equipment, labor and services necessary to complete the work covered by the RFP and Contract Documents for this Project. The Vendor agrees to accept in full compensation for each item the prices named in the schedules incorporated herein."

CONSULTANT'S FEE SCHEDULE MUST BE ATTACHED TO THIS PROPOSAL


Signature


Date

[☐] Check if exception(s) or deviation(s) to Specifications. Attach separate sheet(s) detailing reason and type for the exception or deviation.

This document must be completed and returned with your Submittal

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT
REFERENCE & SIMILAR PROJECTS EXPERIENCE FORM

Owner / Business Name: City of Eustis		
Project Location / Address: P.O. Drawer 68		
City: Eustis	State: FL	Zip Code: 32727
Point of Contact: Paul Berg		Dates of Work: October 2008 through April 2009
Phone Number: 352.483.5430		Fax Number: 352.357.1970
E-mail Address: bergp@ci.eustis.fl.us		
Project Name: Economic Development Marketing and Brand Plan		
Brief Description of Project: Brand development, research and planning, geared toward the local Eustis community, builders/developers, site selection, visitors, retailers and small businesses.		

Owner / Business Name: New Broad Street Realty (Baldwin Park)		
Project Location / Address: 420 South Orange Avenue, suite 400		
City: Orlando	State: FL	Zip Code: 32801
Point of Contact: David G. Pace		Dates of Work: Since 2002
Phone Number: 407.515.6988		Fax Number: 407.206.7209
E-mail Address: dpace@newbroadstreet.com		
Project Name: Agency of Record		
Brief Description of Project: Brand development, strategic planning, advertising, media planning and buying, interactive and public relations.		

Owner / Business Name: Florida Citrus Sports		
Project Location / Address: 1 Citrus Bowl Place		
City: Orlando	State: FL	Zip Code: 32805
Point of Contact: Steve Hogan		Dates of Work: Since 2007
Phone Number: 407.423.2476		Fax Number: 407.425.8451
E-mail Address: shogan@fcsports.com		
Project Name: Agency of Record		
Brief Description of Project: Strategy, research, public relations, creative development, media planning and buying to stimulate ticket sales for major events.		

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

This document must be completed and returned with your Submittal

CONTRACTOR'S AFFIDAVIT

State of Florida
County of Orange

Before me personally appeared Barbara Scherer who is (title) President Florida
of (the company described herein) Orange being duly sworn, deposes and say that the foregoing statements
are a true and accurate statement of the position of said organization as of the date thereof, and, that the statements and answers
to the foregoing experience questionnaire are correct and true as of the date of this affidavit; and, that he/she understands that
intentional inclusion of false, deceptive, or fraudulent statements of this application constitutes fraud; and, agrees to furnish any
pertinent information requested by The Sumter County Board of County Commissioner deemed necessary to verify the statements
made in this application or regarding the ability, standing and general reputation of the applicant.

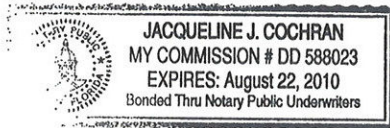
Personally Known _____ or Produced Identification Driver's License

Sworn to and subscribed before me this 17th day of September, 2009.

Jacqueline J. Cochran
NOTARY PUBLIC - STATE OF FLORIDA
(Signature of Notary Public)

Jacqueline J. Cochran
(Print Name of Notary Public)

(seal)



This document must be completed and returned with your Submittal

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

DRUG FREE WORKPLACE CERTIFICATE

I, the undersigned, in accordance with Florida Statute 287.087, hereby certify that,

Engauge
(print or type name of firm)

- Publishes a written statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace named above, and specifying actions that will be taken against violations of such prohibition.
- Informs employees about the dangers of drug abuse in the work place, the firm's policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug use violations.
- Gives each employee engaged in providing commodities or contractual services that are under Proposals or bid, a copy of the statement specified above.
- Notifies the employees that as a condition of working on the commodities or contractual services that are under Proposals or bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, please or guilty or nolo contendere to, any violation of Chapter 1893, or of any controlled substance law of the State of Florida or the United States, for a violation occurring in the work place, no later than five (5) days after such conviction, and requires employees to sign copies of such written (*) statement to acknowledge their receipt.
- Imposes a sanction on, or requires the satisfactory participation in, a drug abuse assistance or rehabilitation program, if such is available in the employee's community, by any employee who is so convicted.
- Makes a good faith effort to continue to maintain a drug free work place through the implementation of the drug free workplace program.
- "As a person authorized to sign this statement, I certify that the above named business, firm or corporation complies fully with the requirements set forth herein".

Paula J. Scherer
Authorized Signature

9/17/09
Date Signed

State of: Florida

County of: Orange

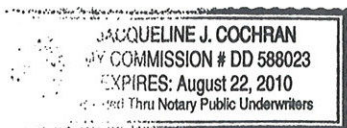
Sworn to and subscribed before me this 17th day of September, 2009

Personally known _____ or Produced Identification Driver's License
(Specify Type of Identification)

Jacqueline J. Cochran
Signature of Notary

My Commission Expires _____

(seal)



History of Engauge



Engauge was founded in 2007, through a merger of three industry-leading agencies that specialize in three of the most important marketing disciplines – integrated marketing agency Ten United, based in Columbus, Ohio; digital firm Spunlogic, based in Atlanta, Georgia; and direct marketing agency Direct Impact, located in Austin, Texas. Together we are Engauge, a next-generation agency that connects data-driven insights with creative ideas to fuel growth for clients. Prior to the merger, each firm enjoyed success through longevity and growth in their respective industries, with Ten United forming in 1955, Direct Impact in 1995 and Spunlogic in 1998. The Orlando office has existed for 31 years. Today, we are one of the country's leading, independently- owned marketing/communications companies, with more than 250 associates in Orlando, Columbus, Atlanta, Austin and Pittsburgh.



The following outlines the economic development experience of Engauge.

City of Eustis

Brand development, research and planning, 2008-2009.

Markets served: Local Eustis community, builders/developers, site selection, visitors, retailers and small businesses.

Baldwin Park/New Broad Street Management, LLC

Brand development, strategic planning, advertising, media planning and buying, interactive, public relations, since 2002.

Markets served: Greater Central Florida residential homebuyers, builders, the general business community, realtors and those who were relocating to Orlando.

Florida Citrus Sports

Strategy, research, public relations, creative development, media planning and buying to stimulate ticket sales for major events, 1990-2000 and beginning in 2007.

Markets served: Greater Central Florida community, business professionals, members, donors, sponsors and potential ticket purchasers.

Nocatee

Brand positioning, strategic planning, advertising, media planning and buying, since 2004.

Markets served: Prospective homebuyers, builders, realtors and retailers in Jacksonville area.

Oakland Park

Brand development, advertising, media planning and buying, interactive, since 2004.

Markets served: Prospective homebuyers and realtors in Greater Central Florida.

Summerset of Frick Park, Pittsburgh

Branding, advertising, collateral development, interactive, media planning and buying, since 2006.

Markets Served: Prospective homebuyers in the Greater Pittsburgh Area.

The Hogan Group/Waterford

Creative development, advertising, collateral development, media planning and buying, since 1993.

Markets Served: Prospective tenants, commercial real estate specialists, site selection.

Columbus Convention and Visitors Bureau "Experience Columbus"

Branding, marketing campaign development and media planning, beginning in 2003.

Markets served: Meetings and conventions planners, business travelers and leisure visitors.

Kennedy Space Center Visitor's Complex

Graphic design, brochure development, translation, guidebooks, merchandise catalogs, magazine advertising, point-of-purchase displays and large format airport displays, 1997-1999.

Markets served: Leisure travelers.



Barb Scherer
President

Barb is responsible for all management and operations of Engauge's Orlando office. She will be the senior management executive responsible for the team's daily management of this account. With more than 20 years in the business, she has a wealth of experience in providing all agency services to clients from research/planning, account management, creative, PR, media to interactive. Recognized as a leader in the ad industry throughout Florida, she has spent the past 12 years focused on brand research, consumer insights and strategic planning for such clients as the City of Eustis, Rosen Hotels & Resorts, Baldwin Park, The Florida Lottery, Sprint, Disney's Wide World of Sports, Orlando Regional Healthcare, Tijuana Flats, Middleton Lawn & Pest Control, Kessler Hotels, Sun Sports, FSN South, Florida Citrus Sports and Galaxy Nutritional Foods.

Barb has experience working with government entities as clients. She oversaw and served as the lead strategist for the City of Eustis. Additionally, in 1995-1996, she supervised the Florida Lottery account – a \$29.5 million client and the state's largest advertising contract. She also had the opportunity to work on the Orlando Downtown Development Board account in 2003-2005. During that time, the agency handling the account had created a new brand identity and Barb's supervision of the PR department focused on the promotion of the Farmer's Market, PR for special events and the move of the Farmer's Market to Thornton Park/Lake Eola. Her responsibilities also included building consensus and participation by key stakeholders and merchants, as well as ongoing events and PR to support the efforts.

Barb also has a wealth of experience with planning and marketing real estate developments – from condos to planned neighborhoods to multi-use properties. She played an integral role in developing the initial identity and strategy development for 55West and The Vue – two major new condo developments to Orlando's urban core. She also has worked with the developer of The Sanctuary and Star Tower, as well as Grand Central at Kennedy in the Channelside District of Tampa.

Professional Associations:

Urban Land Institute (ULI) – Central Florida Executive Board Member and Communications Chair; Orlando Regional Chamber of Commerce; Orlando/Orange County Convention & Visitors Bureau; Metro Orlando Economic Development Commission; Florida Citrus Sports; Downtown Orlando Partnership; Florida Restaurant & Lodging Association (FRLA), American Advertising Federation – Orlando, past President; American Advertising Federation – 4th District, past Governor; Leadership Orlando, Class 57.



continued



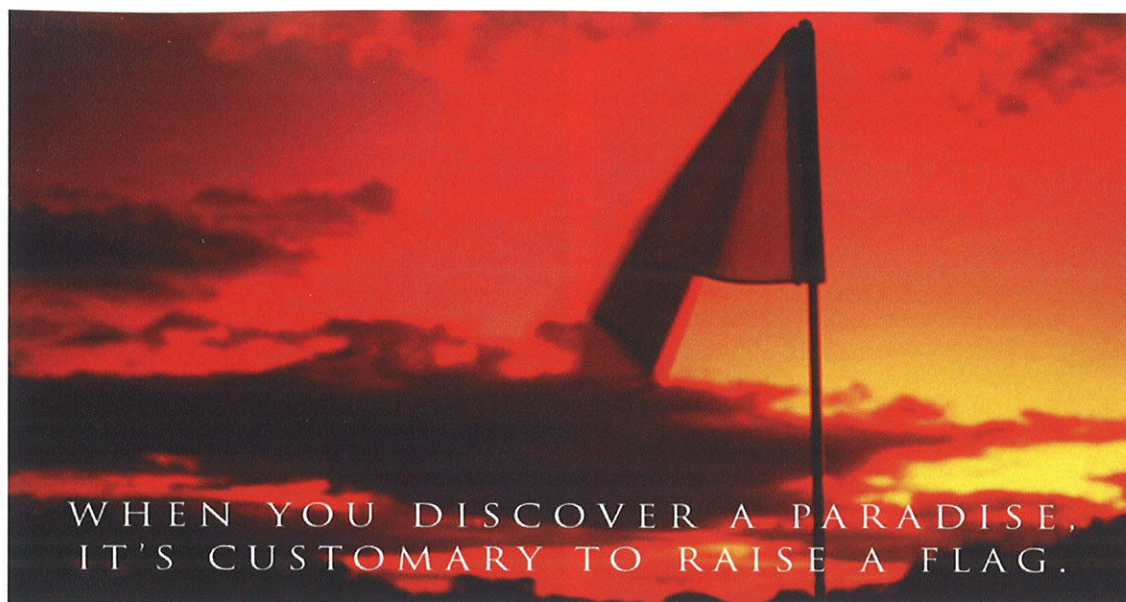
Mitch Boyd
Creative Director

In his role as creative director, Mitch oversees the creative process. A fixture in the Orlando advertising community for more than two decades, Mitch has created memorable campaigns for a diverse list of clients. Prior to Engauge, he served as Creative Director for Cramer-Krasselt's Orlando office for 14 years. Mitch is the recipient of numerous creative honors including a multitude of ADDYs, a CLIO and a silver medal in The New York Film Festivals. His work has also been published in The Communications Arts Annual, The New York Art Directors Annual, Print's Regional Design Annual, Art Direction and Archive Magazines.

Currently, Mitch oversees creative brand development for the City of Eustis, Florida Citrus Sports, Rosen Hotels & Resorts, Sonny's Real Pit Bar-B-Q and Galaxy Foods. Mitch's extensive travel and tourism experience includes Orlando/Orange County Convention & Visitors Bureau, Lake County Visitors Bureau, Enterprise Florida, Outer Banks of North Carolina Tourism, Smoky Mountains Tourist Information Center, 1982 World's Fair, PGA National Resort & Spa, Walt Disney World Swan, Vistana Resort, Hyatt Hotels, Grosvenor Hotel, The Buena Vista Palace, Walt Disney World Resort, Universal Studios CityWalk, Portofino Bay Hotel, Florida Department of Citrus, Orlando Science Center, Ripley's Believe It or Not!, Belz Factory Outlets and Orlando Opera Company.

For the Orlando Convention & Visitors Bureau, Mitch was responsible for creating and implementing the brand identity and new logo in 1997, which is still in use today. For seven years, he was the brand steward for all communications, representing Orlando's brand essence properly. For Lake County Tourism, Mitch was responsible for creating the brand positioning and new personality as the countryside neighbor to Orlando. He also worked on the original grand opening and launch of CityWalk at Universal Studios.

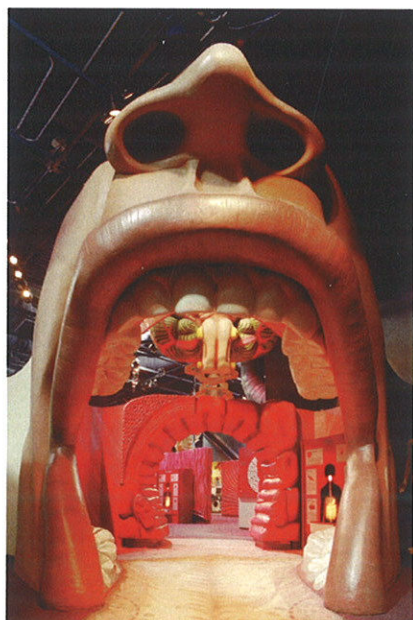
Please refer to the following pages 11-16 to see Mitch's creative portfolio.



This being a golfer's paradise, we have quite a few flags to raise. Ninety of them, in fact. Each with an assortment of hazards and challenges all its own. Playing one of our five championship courses, you'll discover, is a banner day in any golfer's life. Call 1-800-633-9150.



PGA NATIONAL RESORT & SPA
Palm Beach Gardens, Florida



YOU DON'T EXIT WHERE YOU THINK.

If you have a curious bone in your body, snap right this way. We'll take you on a journey through bodyZone, showing you the inner workings of the world's most amazing machine. And that's just for starters. Orlando Science Center has literally hundreds of hands-on interactive learning exhibits. Everywhere you look, there are opportunities to explore, experiment, discover and enjoy. Where else can you survive an earthquake, pick up a used car literally, and come face-to-face with a shark? All in one day? Or take a tour of the solar system, then become a star on a movie set. You can watch your kids learn about plants, including the nuclear power variety. Or see a film on the big screen in CineDome. It's a 6,000 sq. ft. You mean did you know that Orlando Science Center is the perfect place to bring the whole family. After all, when children start asking a thousand questions, it helps to have a really big mouth. For more information or advance tickets, call 407-514-2114.


ORLANDO SCIENCE CENTER



A CHILD'S APPETITE FOR KNOWLEDGE SHOULDN'T BE FED THROUGH A TUBE.

The fact is, even today, children learn more by doing than by watching. And at the new Orlando Science Center, they have a great time in the process. Where else can you build a bridge, fire a laser and touch an alligator, all in one day? Or zip through the solar system and visit the planets, then become a star on a movie set? You can take a stroll through the human body, if you have the stomach for it. You can watch your kids give math their undivided attention. Really. Or see a film on the big screen in CineDome. It's a 6,000 sq. ft. We mean big? Orlando Science Center has hundreds of hands-on interactive learning exhibits, offering remarkable opportunities to explore, experiment, discover and enjoy. Bring the family once and you'll be back - the kids will make sure of that. Just remember, when you see them actually excited about science, it's not your imagination. It's theirs. For more information or advance tickets, call 407-514-2114.

ORLANDO SCIENCE CENTER





IT'S HARD TO KEEP GREAT FISHING A SECRET WITH SO MANY BIGMOUTHS AROUND.

In Lake County, the good old days - the Bass Capital of the World days - are back for good. And that's no lie. One guy recently caught the biggest bass, all 11 1/2 pounds of it. In the Governor's Cup Fishing Tournament - right here in the Bass Capital of Lakes, Heck, maybe we should change our name from Lake County to Lake Full.

Of that County. After all, it's no secret that we have plenty of striped, broom, crappie (we call 'em specks), and catfish, too. Come take your pick of over 1,000 sparkling lakes, perfect for boating, skiing and chasing the big ones. But first, get us on the line. For your free copy of our vacation guide, just call us at 1-800-798-1071.

LAKE COUNTY, FLORIDA
ON THE COUNTRYSIDE OF ORLANDO



YOU'LL FIND THOUSANDS OF BEAUTIFUL LAKES AND SPRINGS IN LAKE COUNTY. JUST ASK ANY GOLFER.

Lake County, Florida, is home to some awesome golf courses, and this year we're proud to have been chosen to host the NCAA Divisions II and III Women's Golf Championships. But the fact is, Lake County's also great for just - well, going out. There's fishing, boating, water skiing, and swimming in all crystal clear springs and lakes. There's camping, hiking and

biking along beautiful nature trails and back roads. There's hang gliding or parachuting. Plus antique shops and tours of our local winery. And, of course, lots and lots of Florida sunshine. For the full story on fun things to see and do you can visit our web site at www.lakecountyfl.com. Or for a free copy of the Lake County Vacation Guidebook, 1-800-798-1071.

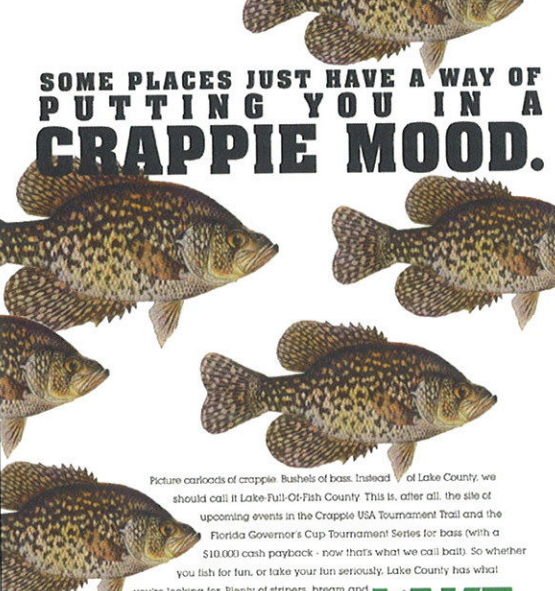
LAKE COUNTY, FLORIDA
ON THE COUNTRYSIDE OF ORLANDO



FOR ADDITIONAL COOL STUFF TO DO IN LAKE COUNTY, SEE BELOW.

Lake County, Florida, is an awesome hang gliding spot, and this year we're proud to host the U.S. National Hang Gliding Association Championship, April 25th through May 1st. But the fact is, Lake County's also great for just - well, hanging out. There's more than 1,000 lakes here, perfect for boating, skiing, fishing and swimming. There's hiking and hiking on beautiful nature trails and back roads. There are antique shops. A winery. And lots of good old Florida sunshine. For the full story on fun things to do here, visit our web site at www.lakecountyfl.com. And for more information on the USNHA Championship, call 352-429-0213. We won't leave you hanging in mid air - when it comes to planning your Lake County visit, that is.

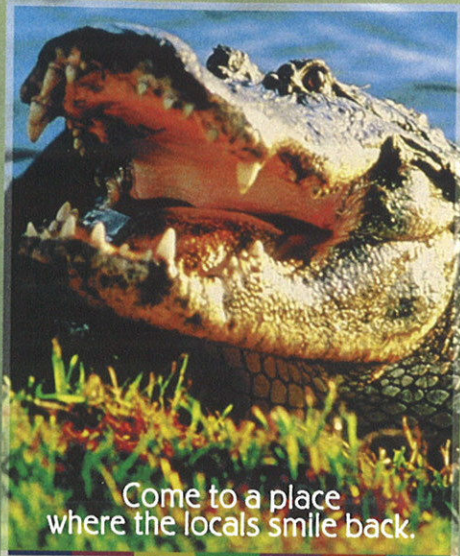
LAKE COUNTY, FLORIDA
ON THE COUNTRYSIDE OF ORLANDO



SOME PLACES JUST HAVE A WAY OF PUTTING YOU IN A CRAPPIE MOOD.

Picture caricatures of crappie. Bushels of bass. Instead of Lake County, we should call it Lake-Full-Of-Fish County. This is, after all, the site of upcoming events in the Crappie USA Tournament Trail and the Florida Governor's Cup Tournament Series for bass (with a \$10,000 cash paycheck - now that's what we call bait). So whether you fish for fun, or take your fun seriously, Lake County has what you're looking for. Plenty of striped, broom and catfish, too. Come take your pick of over 1,000 sparkling lakes, perfect for boating, skiing and chasing the big ones. But first, get us on the line. Call 1-800-798-1071.

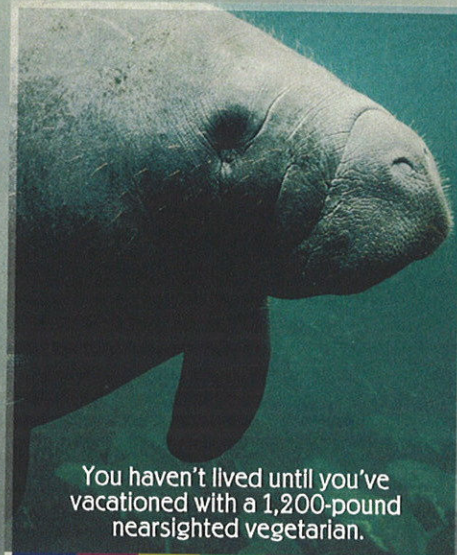
LAKE COUNTY, FLORIDA
ON THE COUNTRYSIDE OF ORLANDO



Come to a place
where the locals smile back.

Down in Orlando, friendliness comes naturally. Of course, so does relaxing and soaking up sun by the waters edge. Come see for yourself. You'll be wearing a big toothy grin in no time, too. For a free vacation planning kit and money saving Orlando Passport® call 1-800-4-ORLANDO or visit us at www.orlandoinfo.com

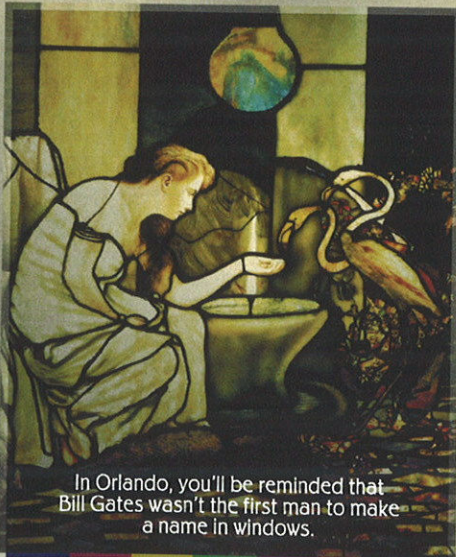
ORLANDO



You haven't lived until you've
vacationed with a 1,200-pound
nearsighted vegetarian.

Take a trip on the wild side. With seven state parks within 50 miles of downtown, Orlando has more than it's share of natural beauty. As for our gentle manatees, of course, "nearsighted" is a matter of opinion. For a free vacation planning kit and money-saving Orlando Passport® call 1-800-4-ORLANDO or visit www.orlandoinfo.com

ORLANDO

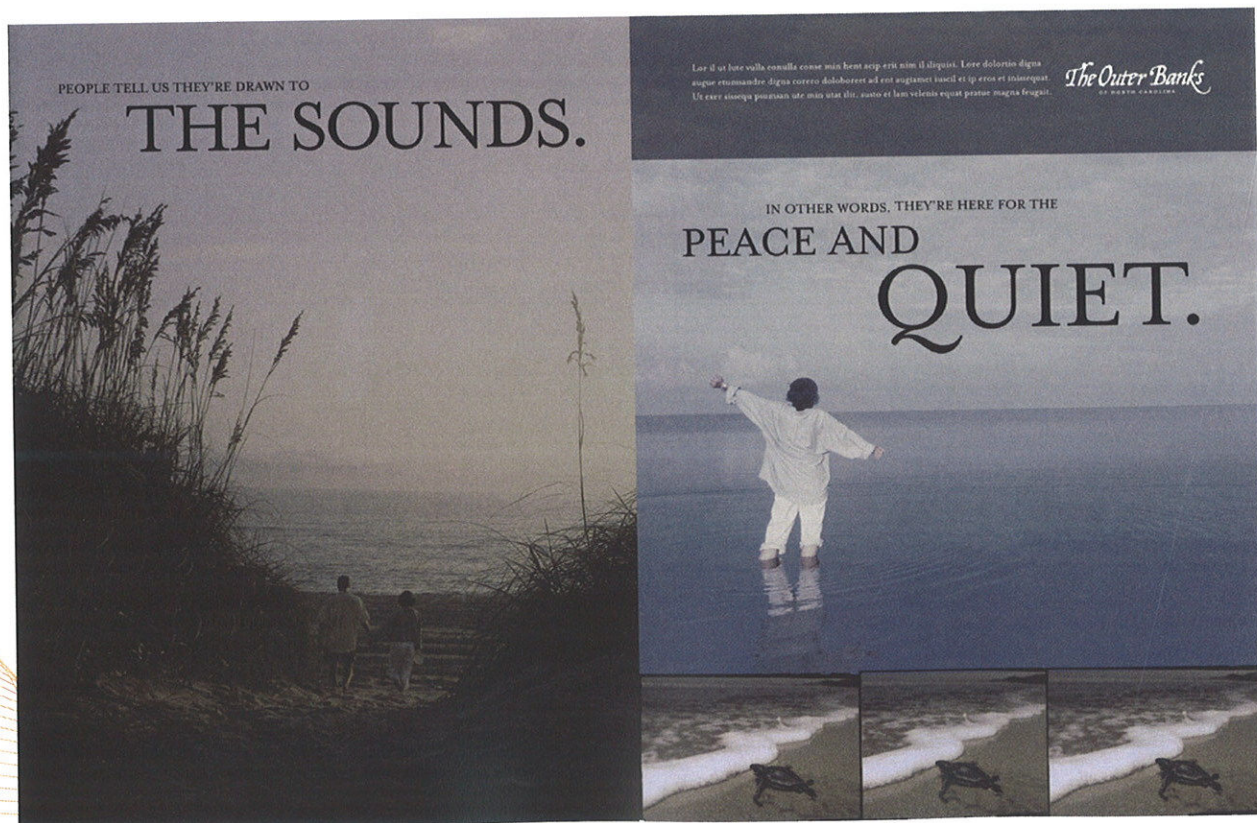
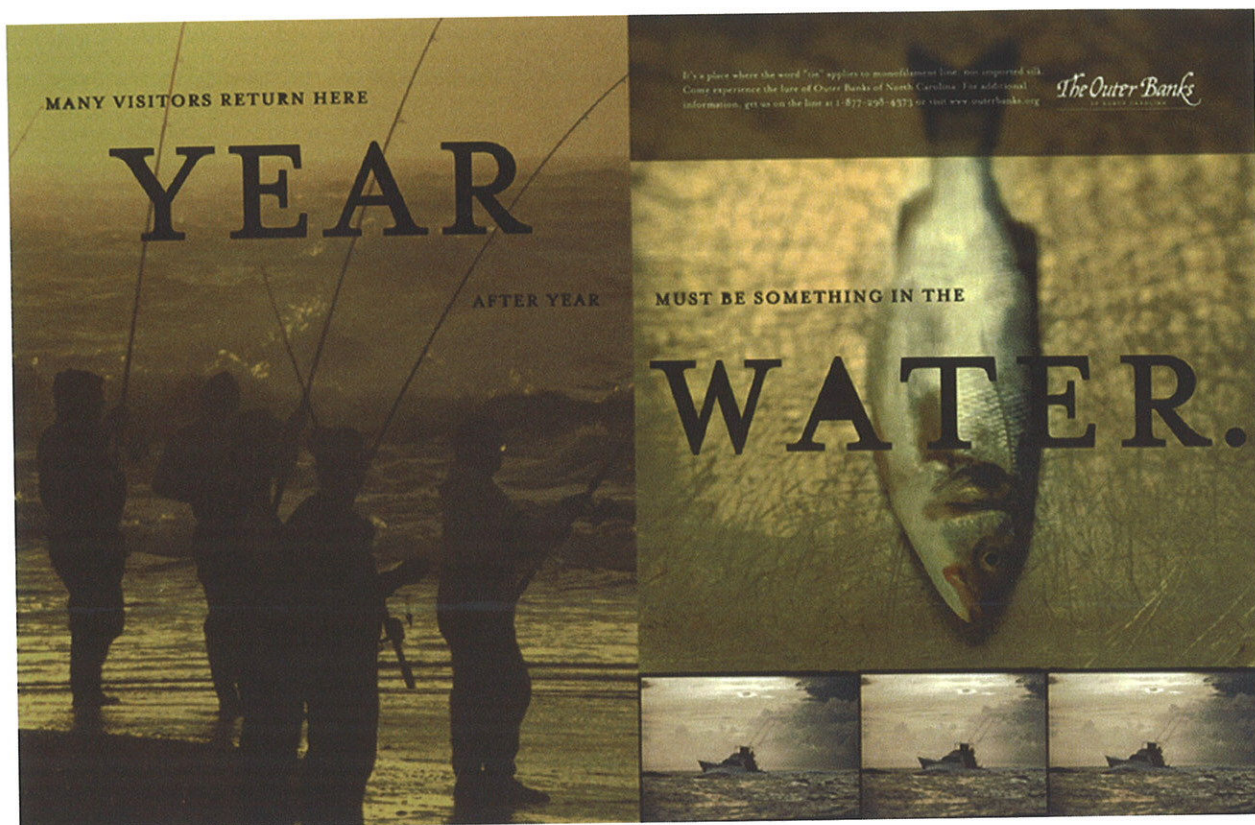


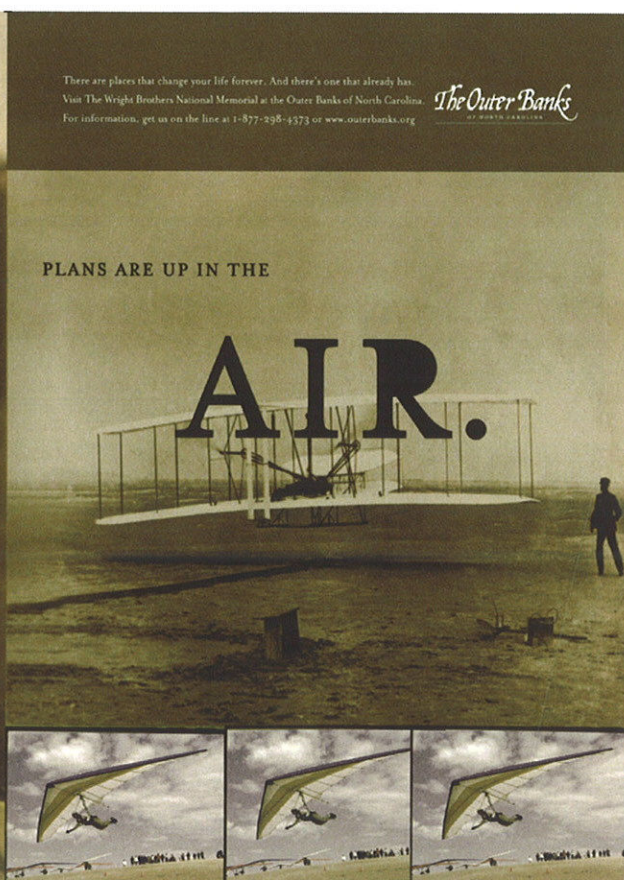
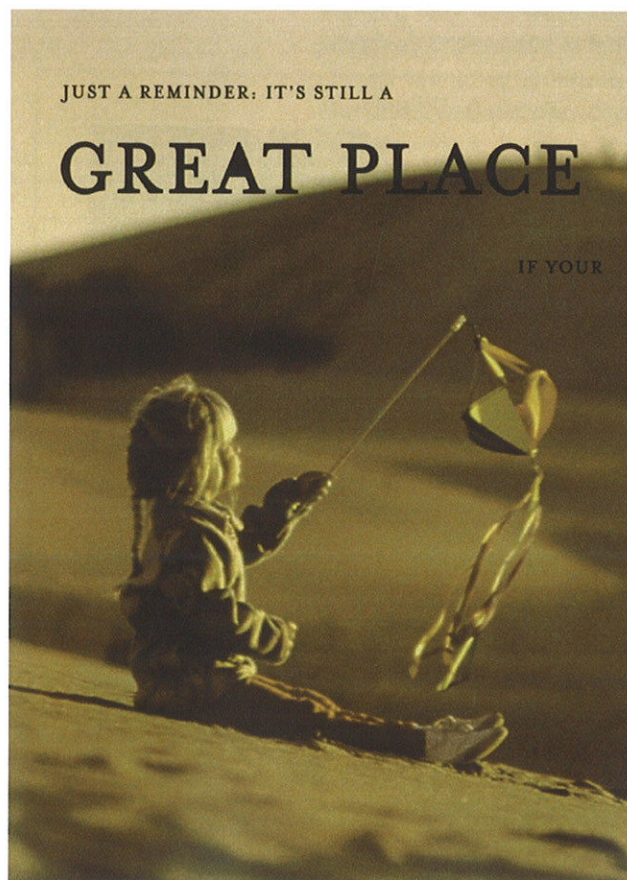
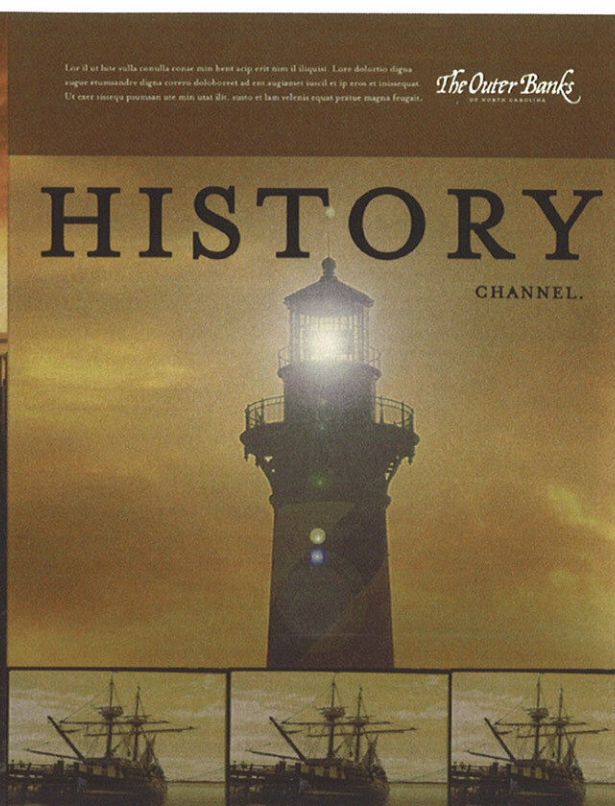
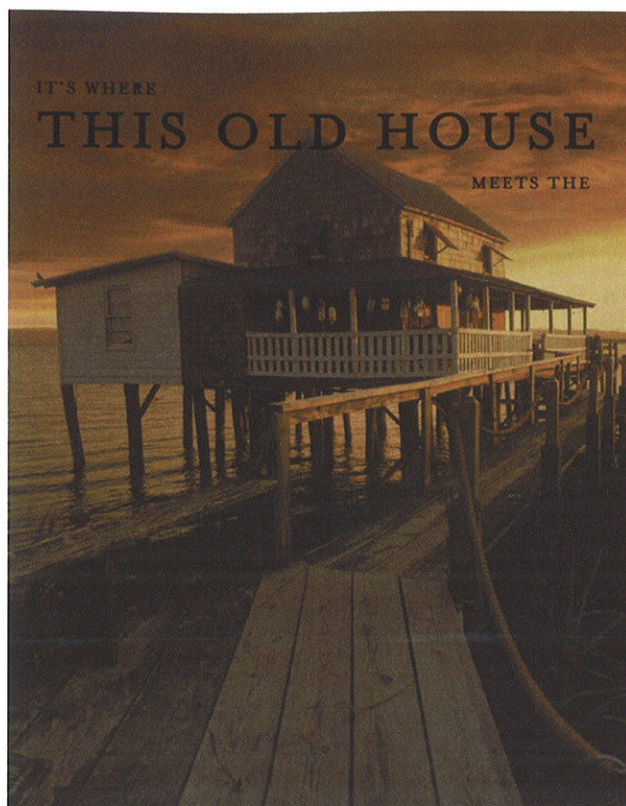
In Orlando, you'll be reminded that
Bill Gates wasn't the first man to make
a name in windows.

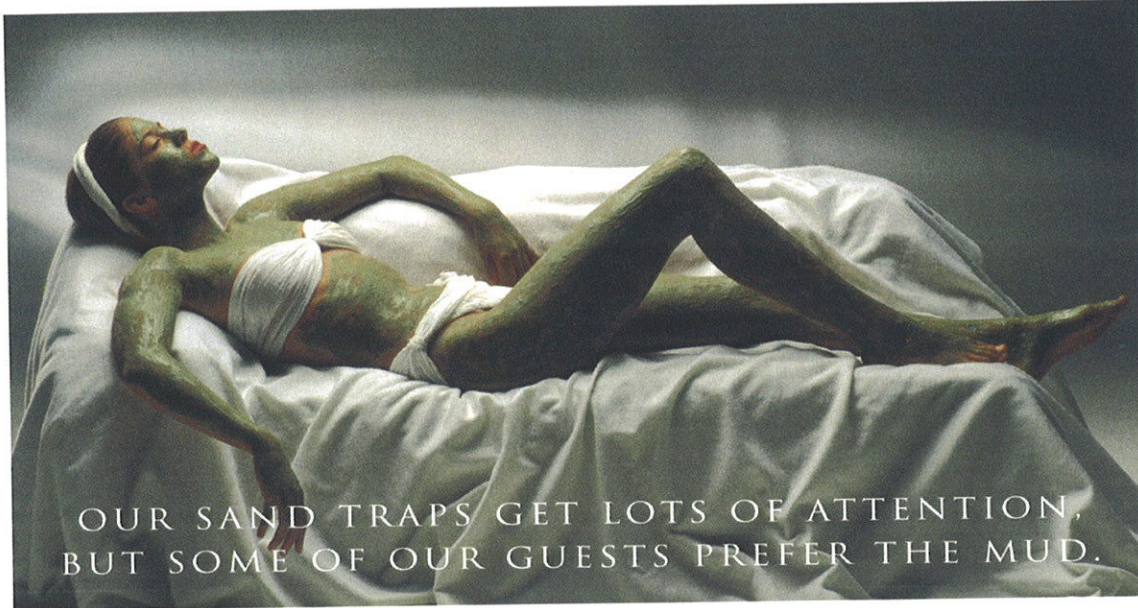
Visit the Charles Hosmer Place Gallery of American Art, it's home to the largest collection of Tiffany glass in the entire world. For a free vacation planning kit and money-saving Orlando Passport® call 1-800-4-ORLANDO or visit www.orlandoinfo.com

ORLANDO

ORLANDO





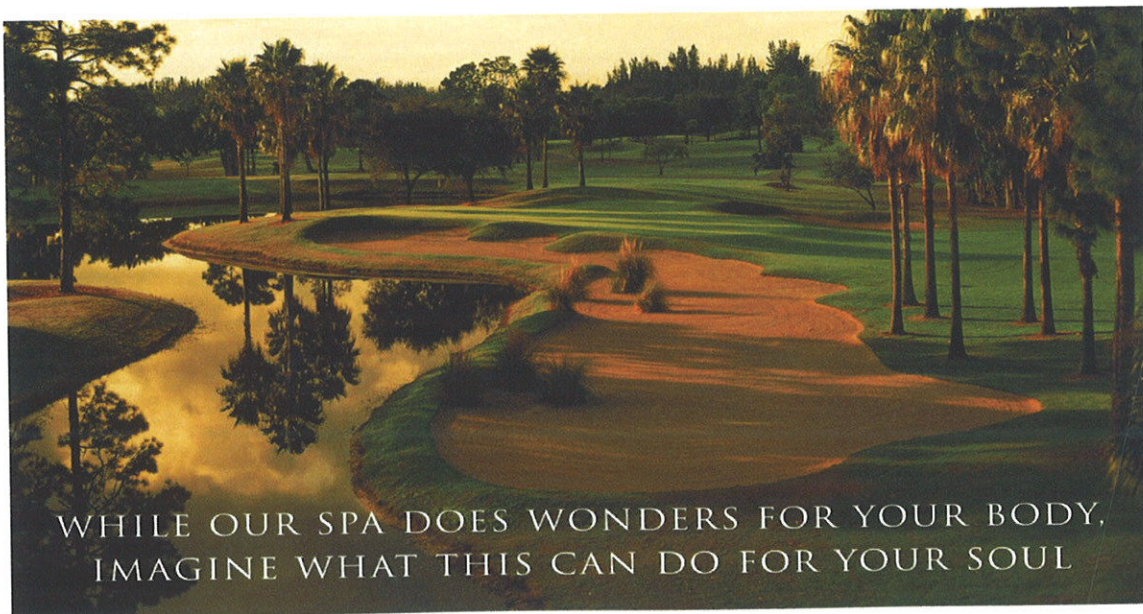


OUR SAND TRAPS GET LOTS OF ATTENTION,
BUT SOME OF OUR GUESTS PREFER THE MUD.

Naturally, as the home of PGA of America, we offer unforgettable golf. But we also have the ambience and facilities of a world class spa, with all the trappings of an international Four Star resort. You'll find some memorable challenges at PGA National, but deciding how to unwind isn't one of them. Call 1-800-633-9150.



PGA NATIONAL RESORT & SPA
Palm Beach Gardens, Florida



WHILE OUR SPA DOES WONDERS FOR YOUR BODY,
IMAGINE WHAT THIS CAN DO FOR YOUR SOUL

As you walk in the footsteps of the immortals on five tournament courses, picture the fulfillment. A feeling of rejuvenation matched only by a visit to our spa, with its world class facilities and six mineral pools. Here at PGA National Resort & Spa, you won't imagine the experience of a lifetime. You'll live it. Call 1-800-633-9150.



PGA NATIONAL RESORT & SPA
Palm Beach Gardens, Florida



continued



Angela Amadore
Account Supervisor

Angela is a marketing specialist with 28 years of experience in managing and coordinating comprehensive advertising, as well as marketing campaigns and special projects for a variety of clients including The Parc Group, Castle & Cooke, Walt Disney Imagineering and the Rubinoff Company. Her client experience also includes brand development and marketing communications for the City of Eustis, the Town of Nocatee in St. Johns County, Town of Celebration, plus many more. In her 12 years with the agency, Angela has serviced more than 20 of the agency's clients, implementing extensive marketing programs, which have included everything from brand strategy to elaborate media campaigns to creative development and execution. Angela served as the leader for the Eustis account team, helping them rebrand the area and boost economic development.

Prior to joining the agency, Angela traveled extensively as the as director of sales & marketing for an Atlanta-based development firm and regional marketing director for a national home building firm. She has also worked at several advertising agencies, where she has gained extensive experience in nearly every possible aspect of marketing, including trade show and special event marketing, strategic planning, promotions management, and coordination of marketing and merchandising programs.



continued



Nick Georgoudiou

Account Manager/Interactive Strategist

Managing creative projects for more than 10 years, Nick's passion is finding unique and creative solutions for his clients. Starting out as a content provider for America Online in 1995, Nick wore many hats over time including copywriter, production manager and interactive developer. This hands-on experience allowed him to become adept at creating and managing successful advertising campaigns for clients such as the University of Central Florida, AAA and ZonePerfect.

Currently at Engauge, Nick works side-by-side with Rosen Hotels & Resorts in revamping the Rosen brand and providing marketing support to its hotels and restaurants. He also integrates nontraditional and new media strategies between account service, creative, media and interactive for such clients as Florida Citrus Sports, Insight Financial Credit Union, Galaxy Nutritional Foods, D.R. Horton Homes and Baldwin Park.

In addition, Nick has led successful projects for clients in the arts and entertainment industry including the Orlando Film Festival, Arts & Cultural Alliance of Central Florida (Red Chair Project), and the Downtown User's Guide (www.dosomethingdowntown.com).



continued



Melissa Hodgdon
Media Director

As a media director, Melissa views her role as orchestrating the sales contract – the media plan – so that it yields the greatest return on the advertiser's investment. Her buying experience adds to the professional media staff who has built a reputation as innovators of multi-media, with strong capabilities in the areas of negotiation and promotion.

Melissa's media experience includes buying and supervision in both the consumer and business-to-business arenas. She continues to lead and manage media teams for several accounts including Experience Columbus, Donatos Pizzeria, Time Warner Cable, Midwest Region Chemical Abstracts Service, OhioHealth and Glory Foods. She has extensive experience in developing co-operative programs and considers it a personal mission to get the most value for a client's budget.

For Experience Columbus, Melissa created and implemented a comprehensive media plan in order to sell promotional packages developed by the Columbus Convention and Visitors Bureau. By conducting thorough targeting research, Melissa was able to identify precisely which consumers would be most likely to purchase each package. The result was a segmenting strategy and approach that ultimately far exceeded the client's goal of packages sold.



continued



Cheryl Gandert
Associate Media Director

Serving as an associate media director in the Columbus office of Engauge, Cheryl brings more than 25 years of media and marketing experience, covering more than 105 DMAs throughout her career. While being efficient and effective are key goals for media planning, Cheryl's approach is to take it one step further. She believes that even the best creative will not achieve its goals unless it is presented to the right people, at the right time, when they are most receptive, through a medium they trust.

Cheryl has applied this philosophy to a broad range of local, regional and national accounts including Experience Columbus, Perkins Restaurant & Bakery, Dairy Queen of Mid-Ohio, White Castle and L&K Restaurants. Other major client experience includes DSW Shoe Warehouse, Ohio Department of Public Safety, Glimcher Realty Trust, CompuServe and Younkers.



continued



Amy Bunn

Public Relations Manager

Amy works to formulate a careful mix of proactive media relations, crisis communications planning and integrated marketing communication strategies for such clients as Florida Citrus Sports, Insight Financial Credit Union, Galaxy Nutritional Foods, Crosland and Baldwin Park. In this capacity, she organizes and promotes events, drafts and distributes news releases and alerts, manages reporter inquiries, develops positive pitch topics, facilitates media interviews and provides strategic counsel. In short, she does everything you would expect a savvy PR practitioner to do – and then some.

Prior to Engauge, Amy worked for the public relations agency Pecora & Blexrud, where she managed the Orlando-Orange County Expressway Authority account. Amy was responsible for handling all marketing initiatives on the client's behalf, including PR, media planning/buying, events and other related services. Amy helped the Expressway Authority gain public support for the expansion of toll roads, gain overall support (and curtail opposition) for toll roads in general and increase sales for toll paying transponders (E-PASS).



continued



Haley Dym
Marketing Specialist

Haley serves as the marketing specialist for Engauge, providing support with client research projects in addition to efforts regarding new business development. For Sumter County, Haley will provide support and lend her insights to the research team with regard to all primary and secondary research initiatives pertaining to the account.

Most recently, with Engauge, she has been heavily involved in all primary research pertaining to the Sonny's Real Pit Bar-B-Q menu redesign, in addition to the research efforts and presentation development associated with the City of Eustis branding initiative. Prior to joining Engauge, Haley worked for Turnstile Publishing Company, where she developed subscriber research studies and analyzed the results to collaborate with other departments in developing outbound communications programs to increase circulation for several of the company's publications.



Please read the following for a description of our brand development and creative execution process. This illustrates how we go about building brands for our clients and bringing them to life, executed against a strategic marketing plan. This is how we would approach your project.

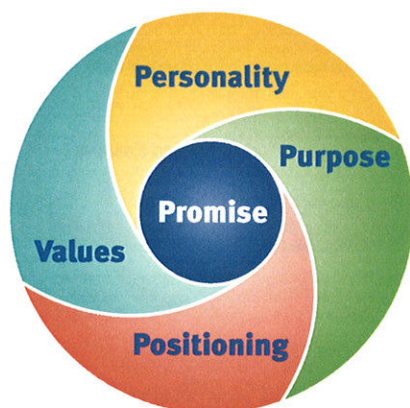
Here is a brief overview of our brand development and creative process:

Discovery

The deep dive. We'll immerse ourselves in your business and your destination, talk to you and all of your key stakeholders and uncover the vision that is at the heart of your brand. At this phase, we will learn all we can about your targets to gain the right consumer insight. This entails an inclusive process of key stakeholders, as our research is based on both consumer insights as well as stakeholder input. We will analyze the research work completed by you and supplement that knowledge with interviews, group discussions and independent research (if necessary). We will be especially interested in speaking with internal audiences as well as other stakeholders. We will then conduct an intensive needs assessment with you.

Brand Platform

Collaborating with you, we will craft a Brand Essence document. This document succinctly melds together all elements of the brand strategy including positioning and promise. This is a highly actionable piece that will lead to the core consumer messaging and be the guide for brand marketing.



Brand Expression

Here we begin to ascribe voice, tone and manner – the first steps in bringing your vision to life. The brand expression is sometimes a video, sometimes a book and on occasion both. It is an internal piece that can be used to communicate your brand identity to essential stakeholders such as employees and/or board members. Once fully developed and approved, either piece can be turned into an external marketing piece as long as all video and photo usage rights are properly purchased.



continued

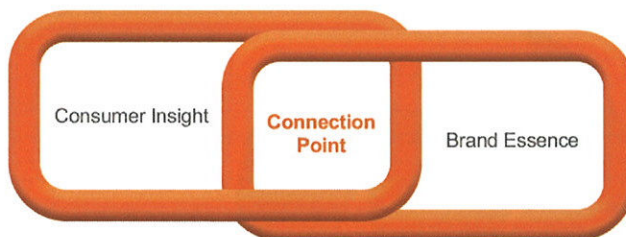
The Plan

The Plan is a detailed implementation strategy from target market to timelines to tactics to budget allocations. Your Strategic Marketing/Brand Plan may include direct marketing; traditional and nontraditional media; public relations strategies; interactive strategies and architecture; and any other marketing tactics that make sense for the needs identified by Engauge and Sumter County. The Plan could include implementation timelines and budgets.

Your success requires an integrated marketing program that clearly defines your unique offering, coordinates the various messages sent out through your different communications channels and engages your key customers/constituencies with the impact needed to affect their attitudes and actions. Successful marketing communications can only come upstream in the planning process when strategies are being developed. We include representatives from each of our disciplines on a planning team that works together to define your problem/opportunity, develop your strategic solution, implement your plan and measure your success.

Connection Point

The Connection Point is the intersection of the brand essence and consumer insight and, therefore, changes depending on whom we're trying to reach. Its goal is to indelibly connect your brand with the people it must attract in order to succeed. Each pairing results in a unique connection point which will ultimately drive creative concept development and execution of each project. This is not a deliverable, but an internal tool we use in order to hone our messaging into a singular focus. It is the place from which all of our work emanates.



Creative Execution

Taking into account our research and your Brand Essence, our creative team will design, present and ultimately produce deliverables in the form of creative concepts and materials in order to fulfill the tactics that are outlined in the strategic plan. Finally, when Engauge has finished with the creative work to fulfill the Plan, designed the creative elements, and completed the development and production of print materials, we will work with you to execute the campaign to internal audiences and important stakeholders. Please note that the specific creative deliverables (whether print ads, billboard designs, broadcast spots, nontraditional pieces, etc.) will be evaluated and decided in the Plan.

After its initial launch, the campaign will continue for as long as the budget permits. Additionally, Engauge will track results of the campaign against established metrics. As part of the evolutionary process of marketing, we will evaluate the effectiveness of the campaign on an ongoing basis and evolve the messages and mediums as necessary.



continued

Ongoing Account Service

Engauge prides itself on being a strong client service-oriented agency. This will be a true partnership between our two companies and we will work with you as part of your marketing team. While the account will be managed day-to-day by the Orlando team, the account will be serviced by the vast resources and team members throughout the Engauge national network. Once the marketing plan is developed and approved, the tactical implementation will begin and the account team will oversee all project execution. Such proactive service will come in the form of:

- Strategic thinking and consulting on your business
- Weekly meetings (in-person, by phone or video conference-to be determined with client)
- Weekly project status reports
- Conference reports documenting meetings and decisions within 48 hours following a team meeting
- Budget management of all projects and monthly marketing budget report updates
- Project management of all services being tapped
- Supervision of billing and accounting administration

Case Studies



The following case studies represent former projects recently completed by our agency that are relevant in terms of both scope and industry to your account.

Eustis Case Study

Baldwin Park Case Study

Florida Citrus Sports Case Study

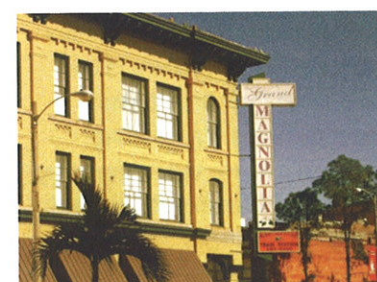
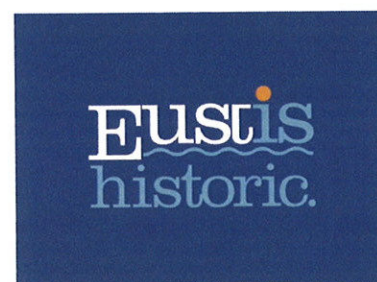
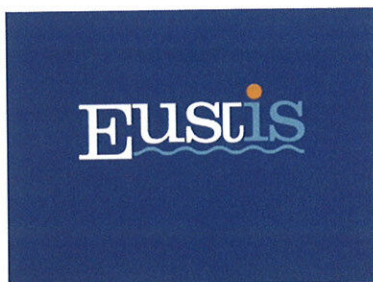


City of Eustis



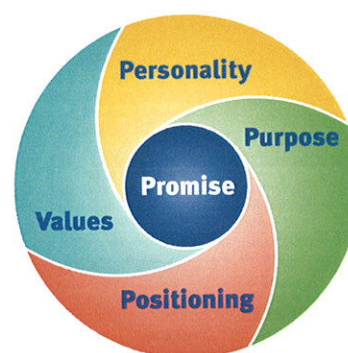
In late 2008, the City of Eustis challenged us with developing a brand campaign to position the City as a desirable place to live, work and visit. At the time, government officials and key stakeholders were in the process of revamping their downtown in conjunction with planning firm Glatting Jackson, and they felt it was the perfect time to develop a new brand for the city to drive economic activity.

EUSTiS
Culture • Opportunity • Vitality

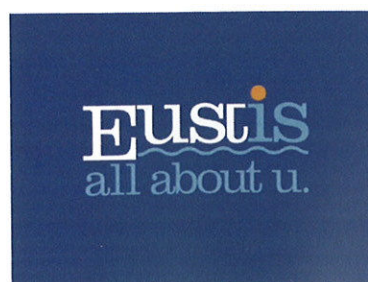
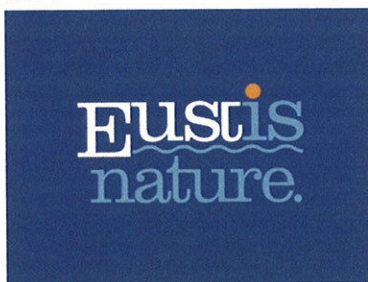


Of course, we started with research. Through a series of in-person interviews and surveys, as well as an in-depth analysis of industry studies, relevant publications and available data, we uncovered valuable insights. What was most interesting was the observation that those who had never visited Eustis before tended to have negative perceptions of the area. However, those who had been to Eustis in the past – whether it was only once for a particular occasion, several times to visit friends and family, a long history of growing up there – generally had a fond memories and positive opinions about Eustis. We knew we had to capture the true essence of what we knew everyone loved about Eustis and leverage those fond feelings to encourage others to experience the City for themselves.

We evaluated these insights and the goals of the City to develop the City of Eustis' Brand Platform:



Brand Video
(See video on enclosed Reel)



Purpose: To deliver a revitalized community where families and businesses can grow and prosper.

Values: History; arts and culture; enrichment; collaboration; opportunity; community; natural resources.

Personality: Vibrant; friendly; authentic; eclectic; creative; balanced.

Positioning: Where waterfront views blend historic charm with artistic exuberance.

Promise: Discover Eustis for a quality of life enriched by diverse opportunities, vitality and culture.

This Brand Platform served as the essence for the new look and feel of the brand. We developed a logo for the economic development marketing campaign initiative, as well as a Brand Video to capture the essence of the new brand and illustrate everything the City of Eustis represents. We also drafted a strategic marketing plan, complete with recommendations to sustain the brand and strengthen it over time. The campaign is currently active, and while we don't have results metrics finalized just yet, the City Council remains pleased and has noticed an undeniable increase in community pride and satisfaction by local business owners.



you've got to go
to know

**The transformation
from Navy base to
neighborhood is
neither easy nor fast.**

How do you entice potential buyers during the long process from one to the other? We grabbed attention with thought provoking outdoor. We married the outdoor conversation with great radio, beautiful television and targeted direct marketing. We have been Baldwin Park's agency from the beginning and we think their success – more than 3,000 homes sold and velocity continues even in a down market – speaks to the brand we created.

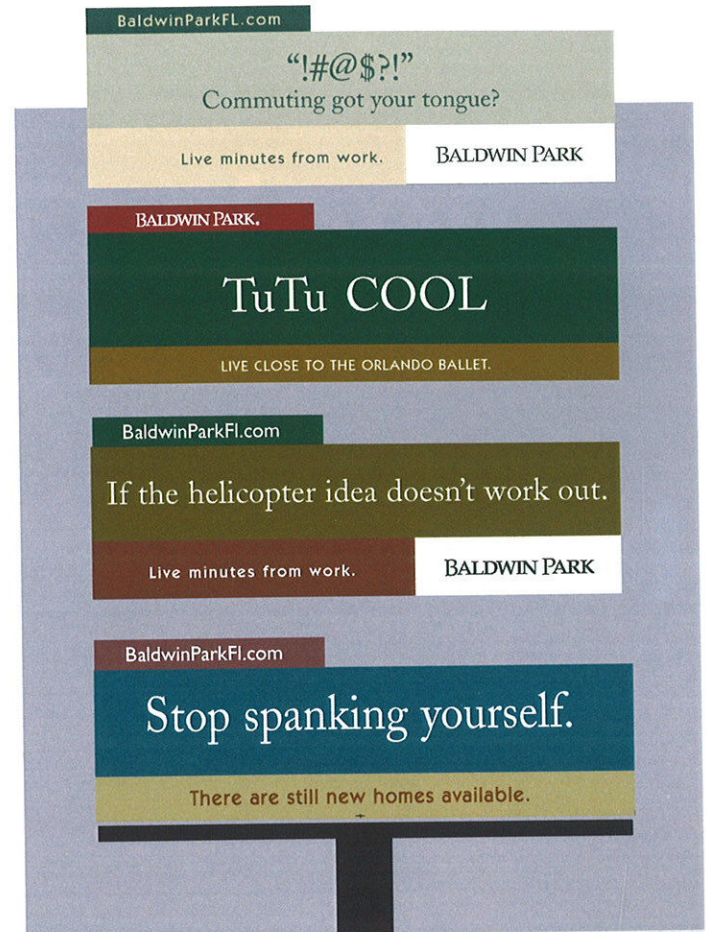
"I've become a porch potato."

BALDWIN PARK®
NEIGHBORHOOD FRIENDLY. CITY SMART.



Baldwin's Buzz

Before construction began, before the existing buildings were even torn down, Engauge placed a series of billboards throughout the Central Florida market to build excitement for the new neighborhood. The result? A leads list of 11,000 buyers before the sales office had opened its doors.



Neighborhood Friendly. City Smart.



Be where your competition isn't

Most developers were doing newspaper ads. But Baldwin Park isn't most developers, so we developed and placed a strategic line of inserts and direct mail pieces, resulting in increased traffic and measurable brand recognition.





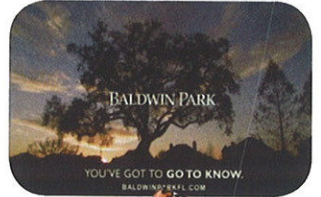
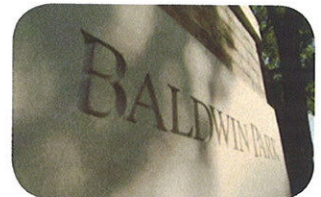
A Neighborhood Destination

The evolution of the brand from 2002 to now, and its continued success, is due in no small part to our commitment to research. Keeping track of buyers, prospects and the market, the marketing message has shifted to attract the most visitors while keeping the brand vision consistent.

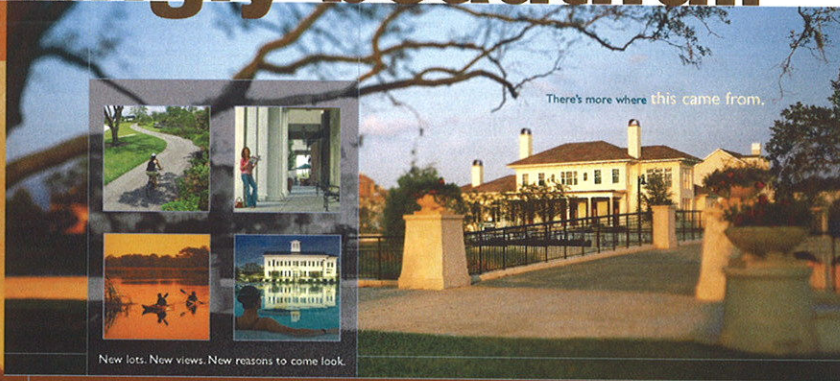
Our Web optimization and marketing efforts have developed over time as well, leading to increased time spent on the site, more repeat visits and tracking on appropriate media placement.

Television

:30 Spot



Achingly beautiful.



Grand Colonial homes, Tuscan-style homes, Waterford Condominiums. Single family homes, Neighborhood Centers, City Homes. Part of what makes Baldwin Park one of the most sought-after neighborhoods in Orlando is the extensive selection of beautiful home styles. And now there are more reasons to come look. New lots, new views, new reasons to come look.

BALDWIN PARK.
NEIGHBORHOOD FRIENDLY CITY SMART.
www.BaldwinParkFL.com
407.206.3300



"From my balcony, I can rule the world"

BALDWIN PARK.
NEIGHBORHOOD FRIENDLY CITY SMART.

Condos to grand custom homes from the \$180s to the millions. Apartments also available.
Only 2 miles east of downtown Orlando - E. Colonial Dr. 6311, 985 to Maguire Blvd., north 1 mile.
www.BaldwinParkFL.com 407.206.3300



Regear. Rethink. Reinvent. Yes.
Good old-fashioned retirement? Not a chance.

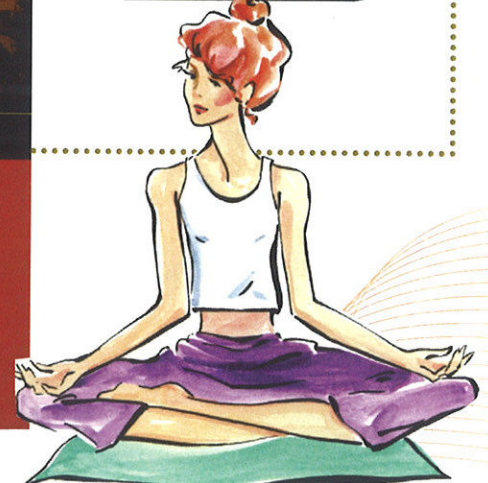
Since when has retirement been an option? Whether you want to relax and recharge or see the world, Baldwin Park is the neighborhood lifestyle. City smart park for Orlando's new urbanites—people of all ages and stages who are into the energy of the city, yet want to live in the comfort and convenience of a suburban. Get it all right here, right now.

A vibrant waterfront Village Center with restaurants and shopping, lakes, parks and community recreation centers with pools and state-of-the-art fitness centers have made Baldwin Park one of the most sought after addresses in the city. You're two miles from downtown Orlando and minutes from the historic arts, entertainment, dining and shopping venues in the metro area.

Baldwin Park. Because there's not a chance you're going for the same old same old.

BALDWIN PARK.
NEIGHBORHOOD FRIENDLY CITY SMART.

Home styles range from great custom homes to luxury elegant condos.
Sales, leasing and information center open daily. www.BaldwinParkFL.com 407.206.3300





A REAL CROWD PLEASER. 2 BOWL GAMES. ONE WEEK.

That's a lot of football at the Citrus Bowl Stadium – and a lot of seats to fill. For Florida Citrus Sports (FCSports), filling Orlando's historic Citrus Bowl Stadium is the name of the game. The big one, the Capital One Bowl, usually sells out by game day – just not fast enough. The Champs Sports Bowl, featuring the #4 or #5 ACC and Big Ten college football teams, usually presents a bigger challenge for filling the stands.





Engauge was chosen out of a long list of agencies to help Florida Citrus Sports fill the stands for the Capital One and Champs Sports Bowls, and that included translating the organization's message into many different media outlets, including television, radio, interactive ads, billboards, direct mail, membership material and more. We were tasked with delivering a clear and concise brand message, along with getting the most bang for the client's media buck.

Idea:

So we did what very few agencies do in this situation: We asked people what they wanted. We conducted an extensive research study to develop new ticket packages to sell the low-selling seating areas of the bowls. We turned these tough-to-sell sections into a special Family Fun Zone, devoid of the rowdy crowds that families typically avoided. The Family Fun Zone Packs were developed for the Champs Sports Bowl and included enticing perks such as discounted tickets, parking, vouchers for food, souvenirs and other fun things for kids.

How We Moved the Needle:

In 2007, FCSports' goal was to sell 250 tickets in the Family Fun Zone for the Champs Sports Bowl. The new packages delightfully over-achieved and sold more than 1,450 Family Fun Zone seats. The more popular Capital One Bowl sold out the whole stadium on the first day of the team selection announcement – a first in 62 years. For the 2008 season, additional Family Fun Zone sections were added to the stadium, resulting in an increase from the previous year – 1,900 total seats sold. Overall attendance for the Champs Sports Bowl climbed from 45,000 in 2007 to 52,000 in 2008.



Outdoor Boards

BUDGET AREA	AGENCY SERVICES	INCLUDES	EXCLUDES	PROPOSED FEE
BRAND DEVELOPMENT	Creative Services	- Discovery - Brand Platform		\$11,000 (Actual Value: \$20,000)
BRAND DEVELOPMENT	Creative Services	- Connection Point - Brand Expression (Book or Video)		\$15,000 (Actual Value: \$25,000)
MARKETING PROGRAM	Account Management	- Marketing Plan		\$10,000 (Actual Value: \$15,000)
TOTAL	ONGOING AGENCY SERVICES FEES	- 12 months account management services	Individual creative projects (TBD based on plan)	\$5,000/month x 12 months
TOTAL				\$96,000

Additional Services				
BRAND DEVELOPMENT	Brand Planning Research	- In-Depth Interviews - Analysis - Planning		\$20,000 (Actual Value: \$30,000)
BRAND DEVELOPMENT	Creative Services	- Logo Development		\$5,000 (Actual Value: \$8,000)
SUBTOTAL				\$25,000
TOTAL				\$121,000

Please note that we have separated out the research portion and the logo portion, as they may be viewed as optional services. Depending on your needs, and what is learned during the discovery process, we may recommend that we conduct primary research efforts in order to better understand consumer perceptions. This would drive the Consumer Insight portion of the Connection Point process.





Sumter County Proposed Project Timeline

With Research

Action Plan	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17
Discovery																		
Brand Platform Development and Approval																		
Primary Research on Regional Perceptions																		
Connection Point Development and Approval																		
Brand Expression and Logo Development and Approval																		
Marketing Plan Development and Approval																		
Campaign Launch																		
Ongoing Marketing Support																		

Without Research

Action Plan	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 12	Week 13	Week 14
Discovery															
Brand Platform Development and Approval															
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